Beauty & Health.

HOW TO ATTAIN
AND
PRESERVE THEM.

By Cuthbert Andrews.

THE OATINE COMPANY,
16, Oatine Buildings, London, S.E.
1913.

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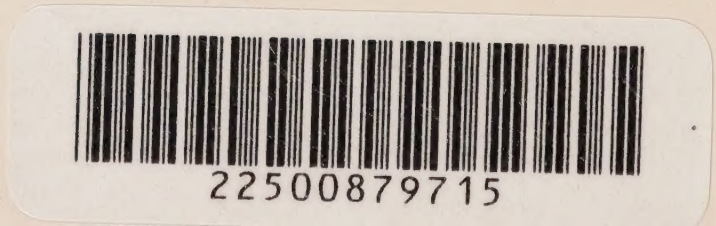

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BEAUTY AND HEALTH,

HOW TO ATTAIN AND PRESERVE THEM.

CHAPTER I.

THE INTRODUCTION.

IT is frequently said that "Beauty is only skin-deep," and this is to a great extent true, for a good complexion, combined with good expression, will obtain admiration more readily than perfect features. If one were desirous of penetrating the mysteries of the feminine toilet, one would often find that in spite of assiduous steaming, kneading and massaging, in conjunction with innumerable washes and lotions, the complexion is yet a source of despair to numbers of women. We have written above, "in spite of," but we question whether we should not rather have said, "because of." For, nowadays, amongst the legion of professed "aids to beauty," there are many, which from their very nature, must defeat the desired end, and leave the complexion in a less satisfactory condition than was originally the case.

Lord Bacon says, "The best part of Beauty is that which a picture cannot express," and surely this may be read apropos of a good skin; for this latter must include not only a smoothness and a delicate colour and texture, but must embody, as it were, a subtle healthfulness—a life below the charming exterior, vivifying the complexion and lending reality to its soft beauty.

Every woman desires to have a beautiful skin or complexion attaining to the ideal "roses and cream," but few are thus favoured. Yet much may be done to give added charm, provided the correct means are employed.

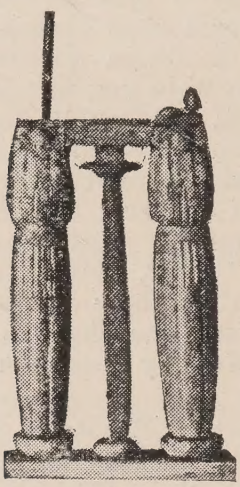
Nature has made facial beauty, which is dependent on skin texture, a somewhat precarious possession—easy to lose, *but not difficult to acquire.*

In the following pages we give some consideration to the various aspects of Beauty Culture, and we endeavour to show, by a series of unique illustrations, the reasons for the statements made; feeling sure that a more exact knowledge of the principles involved cannot but be of assistance to the cultured reader. If thus we may help her to achieve the prize, we shall feel that we have contributed in some small degree to the general welfare and the joy of living.

CHAPTER II.

HISTORICAL.

Before discussing the various aspects of the toilet, it will be interesting to glance at some ancient usages, a knowledge of which has been handed down to us by the preservation of certain antiquities and writings. From these it would seem that not only has woman's desire of beauty existed as long as woman herself, but that her various devices and habits have changed comparatively little through the ages of which we have fairly exact knowledge.



Figs. 1 & 1a. Old Egyptian ointment, etc., boxes, made in imitation of archi'ectural pillars. The stick or bodkin for applying the unguents is seen projecting.

To illustrate our meaning, we may choose a period of something like 2000 years B.C., and a civilisation which, even at that remote date, was already highly advanced—namely that of ancient Egypt. The people were of great intelligence, and had attained to a considerable eminence in many ways. Their position as a trading nation, their mode of living, and their knowledge of arts and sciences, coupled with a familiarity with much which we are apt to consider of a purely modern character, show that their mental capacity was very highly developed.

Apropos of the special matters under discussion, we may notice the illustration on this page. The implements shown are fancy toilet boxes, which were used to contain the Kohl, or black colouring matter with which the ladies of Egyptian society were wont to paint their eyes and eyelids. One of these boxes, as will be seen, has four compartments. This was for convenience in keeping together the Kohl, the coloured ointment for various toilet purposes, and, possibly, also the "Henneh," which

was used for staining the tips of the fingers red—the latter being esteemed a great adornment.

In the same illustration is also shown the small stick, or bodkin, with which the ointment was applied to the face.

The next picture represents an unique example of a lady's toilet box, the original of which is in the British Museum. It is described as having belonged to Thuthu, wife of the scribe Ani. It is of wood, divided into compartments and ornamented with red wood and ebony, and containing various vases to hold unguents, etc., a piece of pumice stone; tubes and sticks similar to those described above; a carved ivory comb; a bronze "shell"

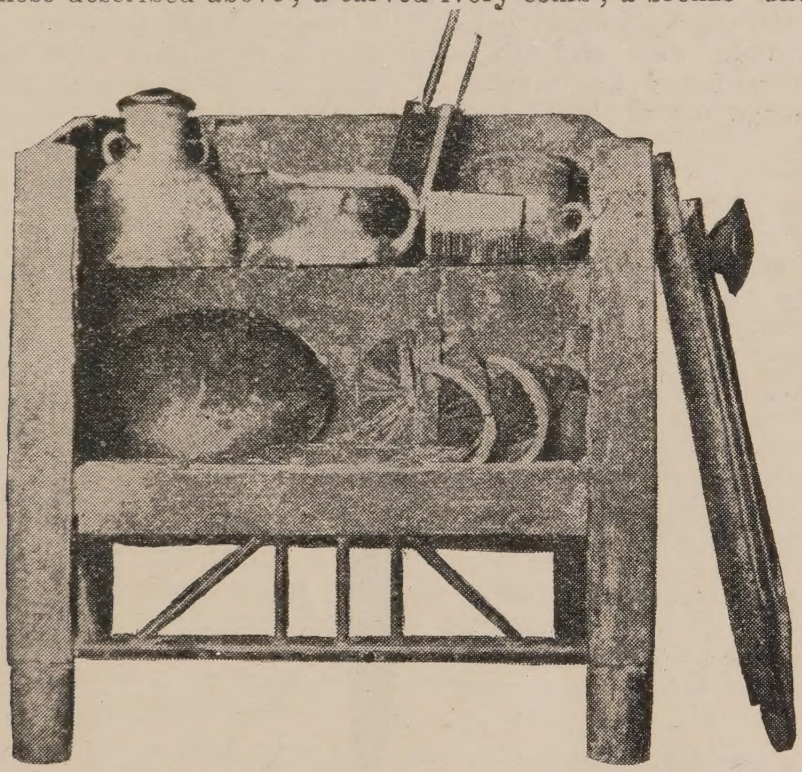


Fig. 2. Old Egyptian Toilet Box belonging to a lady of rank. For description see text.

whereon to mix the unguents, and red cushions on which the elbows might be supported. It appears, in short, to have been a complete outfit for the production of beauty, and, from the fact that, when found, the cover was fastened with a sort of "official" clay seal, it was evidently a source of considerable pride in the fair Thuthu.

But one is tempted to wonder how much Ani the Scribe knew of all these doings.

The Egyptian toilet preparations themselves were interesting. Some of the ointments were made from nut oil, others

from animal fats. They were perfumed in various ways; and, Sir Gardner Wilkinson mentions that, after the lapse of centuries, the perfume is still retained by some ointment at Alnwick Castle.

Strabo says that the oil of the castor berry, which was ordinarily used for illuminating, was applied to the toilet by the common people, both men and women. Other vegetable oils were also extracted, including those from the olive, almond, flax and lettuce.

An indispensable adjunct to the toilet was the mirror. One of these is illustrated on this page. They were of mixed metals, chiefly copper, beautifully modelled and polished. The Egyptians were very successful in this work, and some of the mirrors found are capable of again receiving a high polish, although buried in the earth for many centuries.

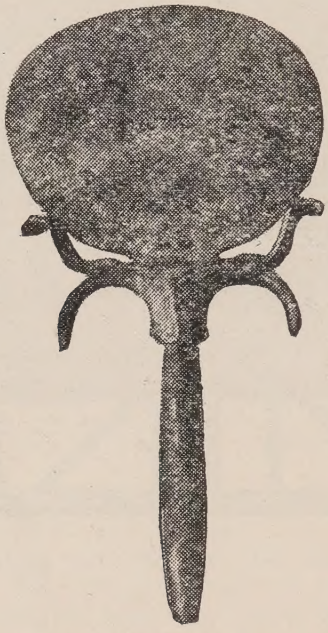


Fig. 3. Old Egyptian mirror of polished metal.

The form of the mirrors, as may be seen, was nearly round, and they were furnished with ornamental handles, the latter representing either a flower or a goddess, or sometimes an uncouth monster, whose ugliness served to point the contrast to the reflected charms of the owner.

The Greeks and Romans were assiduous in their cult of beauty. The perfection attained in their sculptured figures, has never, as is well known, been equalled. They recognised Aphrodite and Venus as deities especially devoted to the subject, and their ceremonies and traditions were many.

The richest source of information on the toilet of the Roman ladies, is to be found in the writings of Ovid. The poet seemed to have "specialised," if one may use the term, in such matters, and he went so far as to project a work called "De Medicamine Faciei" (On the Care of the Complexion). Unfortunately, only a fragment of this book remains, but the following extract will serve to show the elaborate nature of the instructions therein set forth.

Thus says the poet:

"Learn, ye fair" (his favourite way of addressing his readers), "what methods improve the complexion, and by what means your beauty may be preserved. 'Tis cultivation bids the sterile earth to pay the gifts of Ceres . . . To Maidens, their beauty is a care and a gratification . . . and the bird, although dumb, is proud of her beauty. For such reasons will love influence us more readily."

Then follows an extraordinary recipe for a face-wash, "Come and learn now, in what manner . . . your fair features may look beauteous. Strip of its chaff and its coverings the grain which the Libyan husbandmen have sent in the ships. Let an equal quantity of vetches be made moist with ten eggs:" (this sounds like a Roman Mrs. Beeton in its recklessness) "but let the peeled grain amount to two pounds. When this has been dried in the airy breezes, bid the slowly-moving ass bruise them with the rough mill-stone. Pound together also the first horns that fall from off the long-lived stag; of this, make there to be the sixth part of a full pound. And when now they have been reduced to a fine powder, then sift them all in the hollow sieve. Add twice six bulbs of narcissus, without the skin, which a strong right hand must bruise in a clean mortar of marble: let it receive also two ounces of gum together with Etrurian spelt; to this let nine times as much honey be contributed by you.

Whoever shall rub her face with such a mixture, she will shine more brightly than her mirror."

It really sounds as though the benefit to be achieved would hardly compensate for the fearsome nature of the compound, but, apparently, the foregoing was not an exceptional preparation. Other recipes were given; but we forebear to quote these, the above being sufficient to indicate the great responsibility which, in those days, the quest of beauty involved. At the same time, certain facts stand out prominently, namely, the importance which was attached, even then, to the use of oil and flour made from grains. Even at this period the experts knew that to apply coarse animal fats to a delicate skin was simply to hasten its deterioration: and this same fact is recognised

by the preparers of the present-day beauty necessaries which are mentioned later in this book.

Juvenal tells us that the Roman ladies used to heighten the colour of the eyebrows by means of a needle filled with soot. This must have been a painful operation, and was of the same character as many of the tortures practised by so called "beauty doctors" of the present day. Of course, one can to some extent understand that many women are willing to undergo a certain amount of temporary inconvenience, if they have reason to expect a lasting improvement to result, for there is none so desperate as a lovely woman who sees that she is losing her charm. But it passes our comprehension how any sane woman can permit herself to be treated by some of the means used by the "beauty specialist." Masks, bandages and caps are usually harmless, although irritating and unnecessary, but injections, incisions and electrical burning are nothing short of barbarous.

But to return to our story.

The Roman women also used ashes or charcoal to colour the lashes of the eyes; and for the same purpose they employed a black paint made from pulverised antimony, this latter being still used by Eastern women.

The complexion itself was treated with all manner of compounds, some, in the light of modern knowledge, being highly beneficial, while others again were of a most offensive, and, probably, harmful nature. Amongst the former was a cosmetic, which, although as then prepared, was more or less crude, was recognised as being of great value as a dressing for the skin. It has the property of being absorbed by the glands, and of carrying with it any suitable medicament with which it may be combined.

The ladies of Rome used also a "bloom" to lend colour to their pallid cheeks. This was prepared from the moss Fucus, and, in course of time, all paints came to be known as "fucus." Ovid was evidently up to all such tricks, for he says, "She who is blushing with no real blood, is blushing by the aid of art."

Another much-prized mixture was made from the marrow of the deer, and of this Pliny speaks in high terms. The same author also gives harrowing particulars of a highly-commended freckle remover, prepared from the intestines of the crocodile.

Either Pliny or his audience must have been lacking in imagination. No amount of advertising would make that crocodile balm a success nowadays.

CHAPTER III.

THE STRUCTURE OF THE SKIN.

Although in this treatise we are primarily concerned only with the complexion, it is not possible to consider adequately this question without dealing with the whole subject of the skin. This we shall therefore do, discussing the various points in a non-technical way; our illustrations being so arranged as to give the best possible idea of the functions of the skin.

In thinking of bodily hygiene, the great truth which the average person is prone to overlook, is that *the skin is not only a covering, but also an organ of the body*. A recognition of this fact would result in a much more sane and proper care than is usually exercised by the majority of persons.

No man would allow his eyes to fill with dirt and dust, or rub into them harmful compounds, or neglect to render them proper attention when, obviously, such was needed. Yet this is exactly what he does in the case of the skin, simply because immediate inconvenience is not felt in the one instance, as it is in the other. But the one organ—the skin—is almost as delicate as, and of much greater vital importance than, the other. This has been amply demonstrated by experiments. Coat the skin of any of the higher animals with an impervious envelope—say, with some form of paint—and even though you leave the head entirely free, the animal will expire with every symptom of suffocation; from this we see that the skin is an organ of respiration, as are the lungs.

Then again, the skin is absorbent, that is to say, it is capable of taking up suitable substances which may be applied externally, and of placing each to its proper use in the system. This curious power may be proved in several ways. In some diseases, where it is difficult or impossible for fluids to be taken by the mouth, an immersion in a bath of water may be of distinct assistance in assuaging thirst; and it has been frequently shown that sailors, or other persons destitute of fresh water, may allay the worst pangs of thirst by soaking their clothes in salt water.

The knowledge of this useful power of absorption has been utilised to great advantage in connection with the Oatine Specialities to be mentioned later.

We may now consider the structure of the skin, which forms a complete covering for the outer surface of the body,

and we may regard it here as consisting of two distinct layers—an outer, known as the epidermis, or cuticle : and an inner, called the "Cutis vera," or "true skin."

The epidermis is to be looked upon as a purely protective layer, and may be likened to the bark of a tree. It is of a tough and horny nature, and is sometimes enormously thickened, *e.g.*, where protection is most needed.

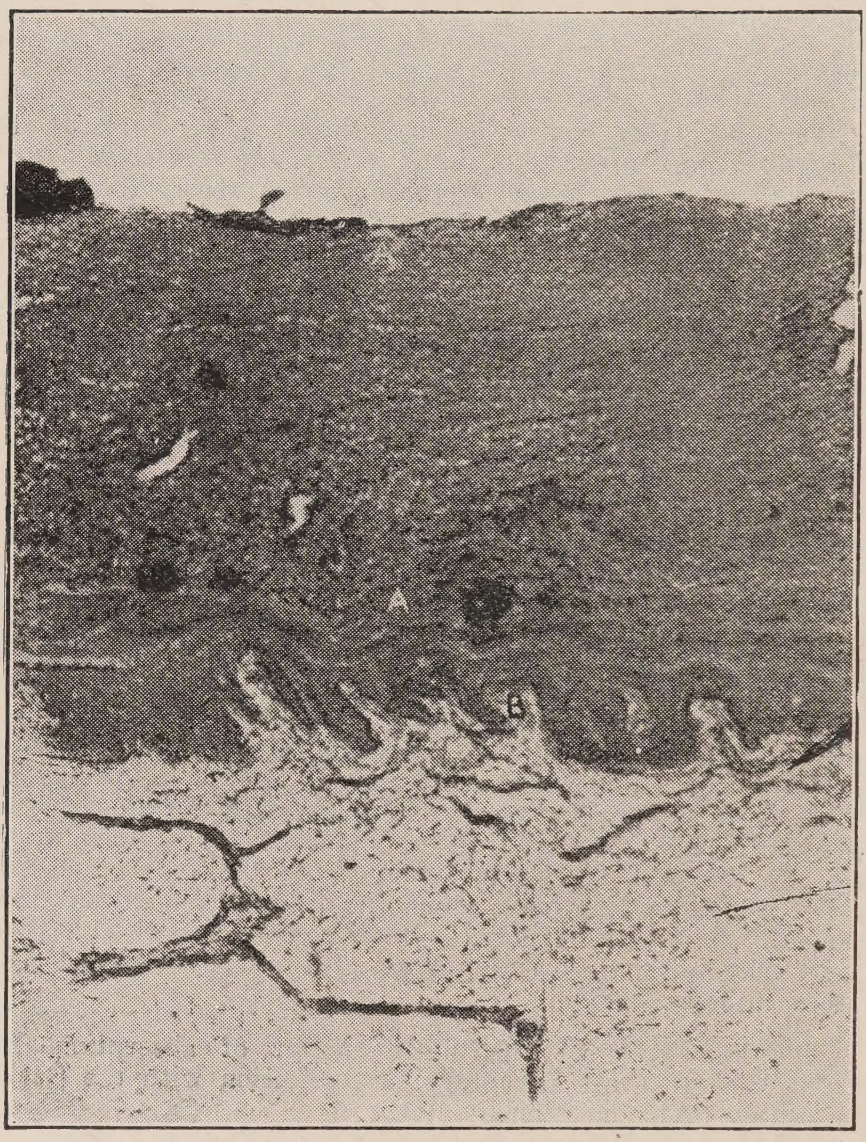


Fig. 4. Section of skin of Sole of Foot, showing enormous thickening of Epidermis A. The papillœ are well marked B.

This is perhaps best exemplified by a reference to Fig. 4, which is a vertical section of the skin of the sole of the foot. The enormous depth of the outer layer is at once apparent; and, indeed, everyone must have noticed that the skin of the heel is so thickened that no colouring is visible through it, a pale yellow hue denoting the horny character which the epidermis has assumed. We may compare this appearance with the cuticle of the cheek, which is so thin that the flush of the blood vessels may be clearly seen. Below this layer, the picture shows the true skin, which is, however, better seen in a subsequent illustration.

The cells of this thickened outer skin are being constantly thrown off at the surface, as the new layers are forming underneath, and one of the chief functions of personal cleanliness is the removal (by friction) and the washing away of these used up particles. In some cases of disease, large portions of the cuticle are thrown off, a familiar example being the "peeling" after scarlet fever.

The epidermis is pierced with innumerable minute apertures into which the perspiration ducts open. These are well shown in Fig. 5, and will be more fully described hereafter.

Beneath the epidermis we come to the "true skin." Unlike the former, this is a highly complex structure, consisting of a number of inter-related parts, all working together to maintain in the body an equable temperature, and an outlet for waste products.

The "true skin" rests on a layer consisting largely of fat, and at its upper surface is not smooth, but furrowed, these furrows fitting into corresponding irregularities in the outer skin, or epidermis (see Fig. 4).

Embedded in the true skin are numberless blood vessels, nerves and muscles, and also the perspiration glands, the latter occurring in huge numbers. Krause estimates that no fewer than 2,800 open on to a surface of one square inch of the palm of the hand; while the amount of moisture which is excreted from the surface of the body is something like two lbs. per day. The importance, therefore, of maintaining these minute channels in a state of efficiency cannot be over rated, as, when they become choked up with dirt, the skin becomes sallow, the natural secretions are unable to find an outlet, and pain and inflammation result; within the openings ulceration takes place, and blackheads, pustules, and pimples appear: this being Nature's method of ridding the glands of these secretions in an indirect way. Oatine Cream applied in such cases soothes the affected parts, and by removing the cause, *e.g.*, the poisonous matter, restores the skin to a normal condition. In addition, if the glands

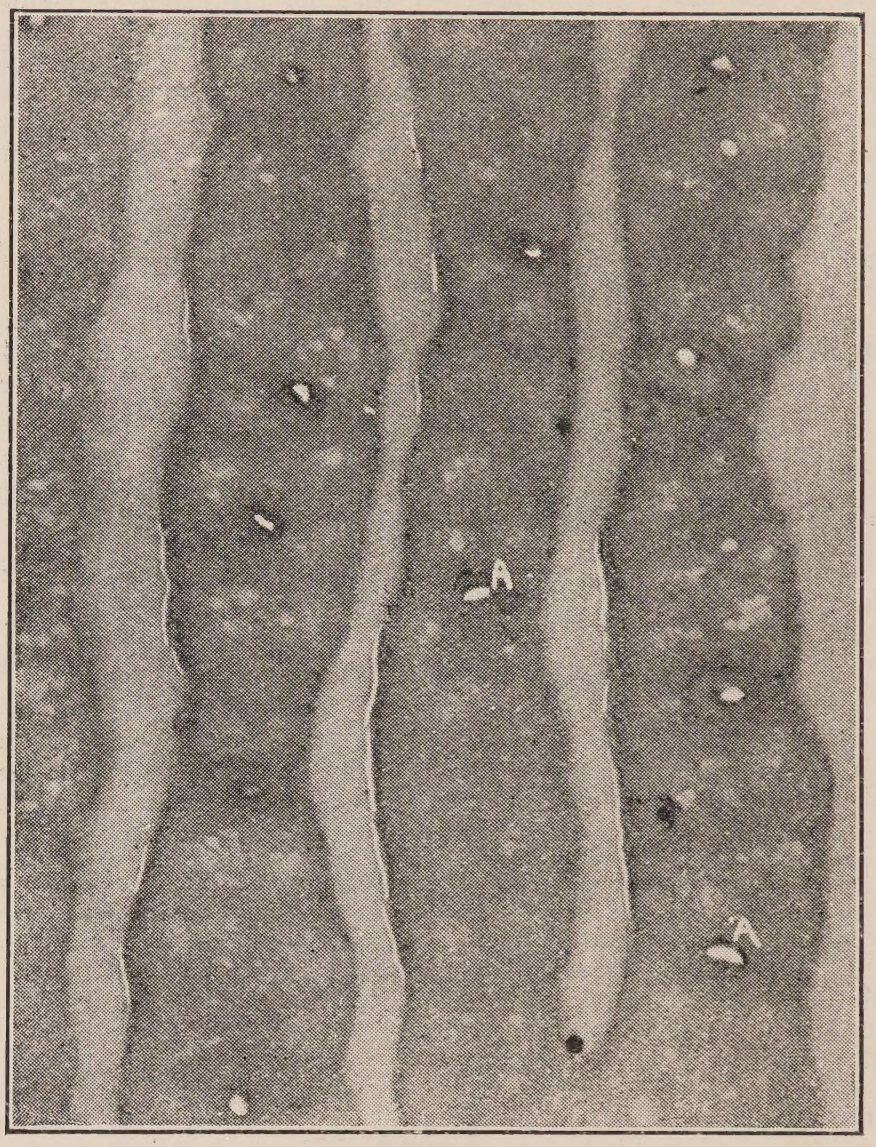


Fig 5.—Surface of skin, showing pores.

This is a photographic reproduction of the surface of the skin of the palm of the hand, highly magnified—and shows the curious ridges running across the skin, hardly recognised by the naked eye.

are so choked that the right amount of oil is not supplied to the skin, the skin becomes dry and scales off in shapeless particles.

Oil is vitally necessary to the health of the skin, and has been so recognised throughout history.

Soap, always more or less alkaline, and water—often hard—tend to dissolve and remove the natural oil of the skin, not only making it harsh and dry, but thereby reducing the elasticity of the openings in the skin, and consequently tending to make it more difficult for them to perform their function of excreting the sebaceous matter; if, therefore, soap or vanishing creams are used on the face or hands, it is all important to the welfare of the skin that *Oatine Cream* should also be used, in order to restore to the skin the oil of which it is being constantly robbed.

The skin is a delicate organ, yet it has a wonderful power of recovery under ordinary circumstances, where its basic layer is not destroyed. If that happens, a scar is inevitable. The skin should be gently treated, great care being taken as to the kind of soap used, the soapsuds being thoroughly rinsed off with copious applications of clear water.

We may now refer to our sixth illustration, which is again of a vertical section of skin. To realise the exact aspect at which we are looking, we may employ a parallel which is appropriate to a book devoted to the beauty of women. We will ask the reader to imagine a thin slice of wedding cake. Then the white sugar, or icing, would represent the protecting epidermis, pure and fair to look upon, but hard and resistant to determined attacks : the almond paste, a triumph of complexity, filling in every little irregularity in the sugary layer above, would correspond to the true skin, with its blood vessels and nerves : while the cake itself would be the deep adipose layer in which the perspiration glands may be seen. Thus is a section of human skin composed.

In the picture under notice, the various parts are lettered for greater clearness. The large number of blood vessels should be noted, and the tiny branches of the same, extending in every direction. When these are stimulated in any way, the blood is encouraged to flow more quickly and freely, and every part of the skin to discharge its functions promptly and efficiently. Thus we see the benefit to be derived from rubbing when applying any form of dressing to the skin, and again from the friction of a thorough "towelling" after a bath.

Next to the "sensory organs," the perspiration ducts demand special notice, for they are the channels which connect the deep layer of the skin with the outer world.

The papillæ of the skin are highly important; for here is situated the so-called "tactile corpuscle," or touch-body, by means of which impressions are conveyed via the nerves to the brain, and sensation thus recorded.

Probably the influences transmitted by the agency of the brain and nerves to the skin is even greater than is often imagined. To those of a sensitive temperament, the influence, for instance, of an unpleasant sound is distinctly communicated to the skin. An example which will occur to everyone, is the "shuddering" caused by a grating or scratching sound, which "sets one's teeth on edge." Then, again, some people experience

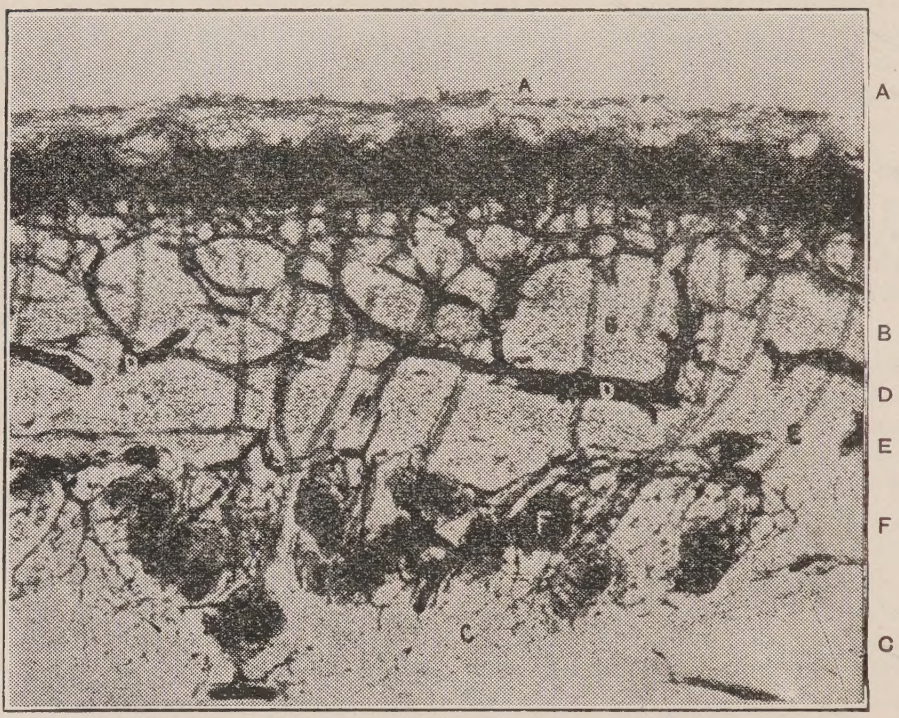


Fig. 6. Sectional view of Epidermis and True Skin.

A.—Epidermis.	C.—Fat Layer.	E.—Perspiration Duct.
B.—True Skin.	D.—Blood Vessels.	F.—Perspiration Gland.

a distinct physical "pain," engendered by the idea of falling from any high point or elevation, the mere thought being often sufficient to cause this phenomenon.

The sense of touch is often very acute, and may be developed to an extraordinary degree. Persons in the habit of working with delicate instruments or materials are often highly sensitive in this respect; while the exactness of perception possessed by blind people is frequently very marvellous.

One of these perspiration ducts, with its gland is here shown (Fig. 7 below). It will be seen that the gland is a small tube closely coiled into a bunch, from which the duct extends upwards, through different layers of the skin, to the surface. By means of these minute glands (numbering something like two and a half millions in the human body), the waste matter is excreted

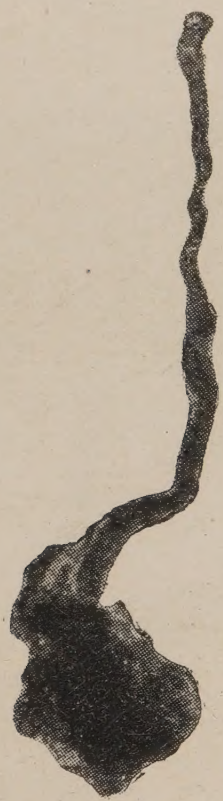


Fig. 7. Perspiration Gland and Duct as it would appear if removed from skin.

and the bodily temperature adjusted. The excretion of perspiration is directly controlled by a special nervous centre, and, obviously therefore, the health of the skin has a very real influence on the well-being of the body generally. Hence the imperative need for careful attention and the keeping of these glands clean and free to perform their proper functions.

CLEAN OUT THESE OUTLETS, and the natural result is spontaneous recovery or self-healing. Soap and water, the great detergents usually relied upon, will NOT do this; they will remove the external dirt, but they fail to remove the accumulated secretions within the openings in the skin, and, indeed, often only add to the trouble by increasing the foreign matter already there.

Reference to Fig. 8, will show the manner in which the duct opens on to the surface of the skin. Our illustration is of the palm of the hand, and is a particularly fine example. The spiral form of opening is doubtless intended as an additional precaution against the entry of foreign matter from the outside.

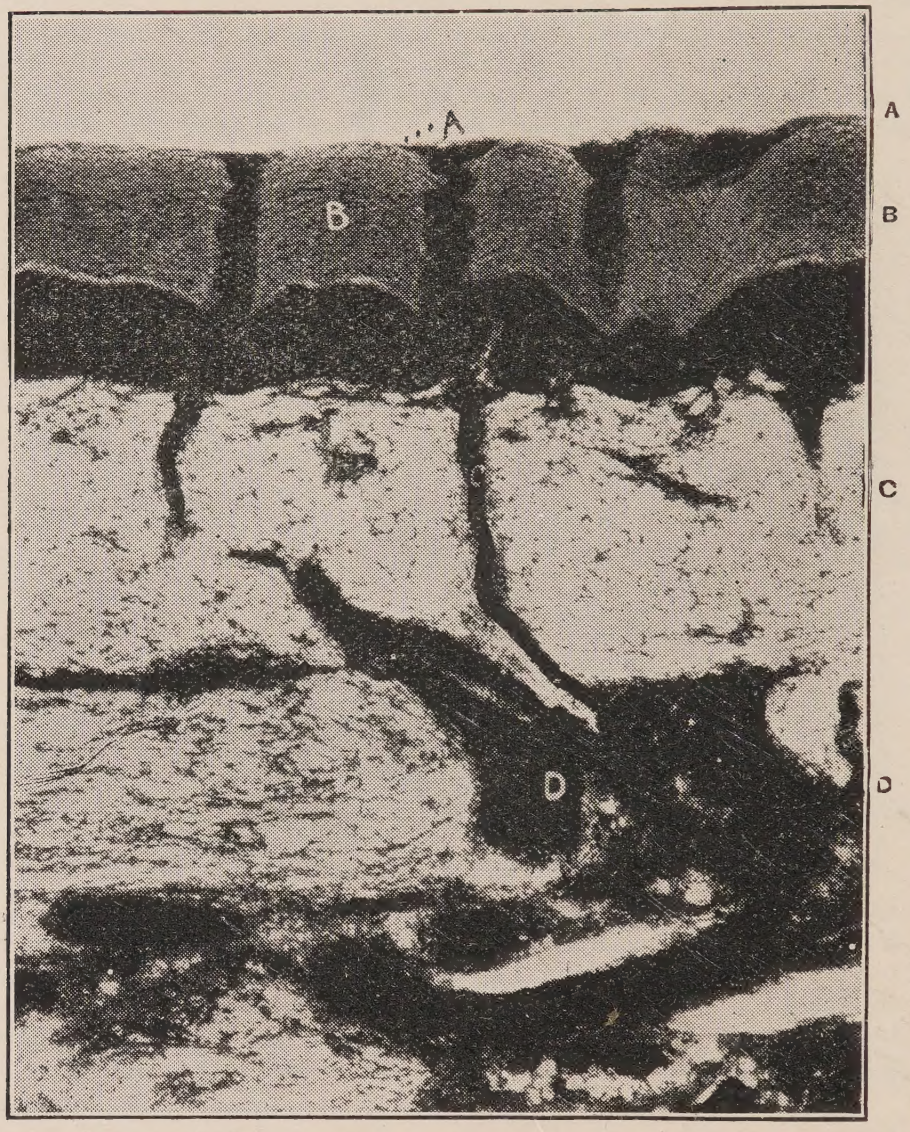


Fig. 8. Sectional view of Skin from Palm of Hand, showing "corkscrew" opening to surface.

A.—Surface of Hand. B.—Epidermis. C.—Perspiration Duct. D.—Gland.

On this account we advise the sparing use of soap on the face, and then only a soap of the very best quality.

OATINE should be used regularly as it alone can keep the skin in a condition of perfect cleanliness.

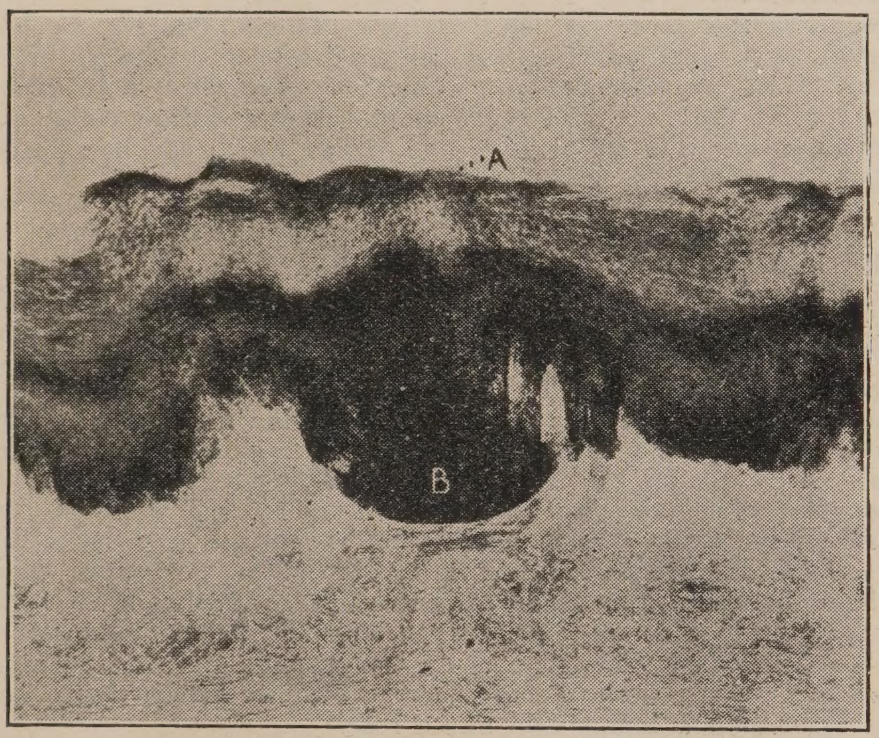


Fig. 9. Skin of Negro. Showing how variation in complexion is caused.
A.—Surface of Skin. B.—Deposit of black pigment.

It may possibly occur to the reader to ask why some people should have "dark" complexions, while others are "fair." What is it that determines the colour of the skin? This is made clear by reference to Fig. 9, which depicts a sectional view of the skin of the negro. Here we see that certain portions of the lower layer of the epidermis (that is, you will remember, the bottom of the icing on the cake) are very deeply coloured. There is, in fact, a deposit of pigment, which is practically black in colour; and this, varying in intensity, causes the gradations in shade which characterise different races. The troublesome condition of "freckling" is due to a similar cause, namely, the increase of a brownish pigment in small patches in the epidermis. The Oatine Cream mentioned elsewhere in this book, is a most useful application in such cases.

At this point it may be interesting to point out the strong characteristics which are common to both human and vegetable beauty.

Few people know why an exquisite rose is so like a perfect complexion? Of all the ingredients which Nature uses to form the beautiful surface of the rose petal, oil is the most important. This is proved by the fact that more oil is extracted from beautiful roses than from the poorer grades, and the more exquisite the rose the more oil it contains. Yet Nature has arranged so that actual oil is neither seen nor felt in the rose leaf; and Nature has prepared the most exquisite complexions on similar lines. Therefore, without the oil, Nature could not produce that soft elastic skin and bloom which can be likened to nothing but the rose petal.

The oil is produced by Nature close to the surface both of the rose petal and of the skin. A bad atmosphere, lack of sunlight, cold winds, or improper nourishing of the rose tree lessens the oil and, therefore, the beauty of the rose; and similar conditions, that is lack of fresh air or suitable food as well as anxiety, exposure, loss of sleep, etc., lessen the amount of oil produced by Nature in the skin, while ablutions with Soap and hard water are all the time robbing the Skin still further of its oil. Any woman can see her complexion fade through these causes. The most natural and, therefore, the most perfect assistance which science can supply to Nature to produce an exquisite complexion is found in Oatine Cream. Oil of the same character as that produced by Nature is so combined and prepared in this cream that it provides all that is required to produce perfect elasticity, a natural bloom, and that velvety texture which is seen in those persons who are always recognised as possessing a complexion like a rose.

If one could look just beneath the surface of the skin of a beautiful child, one would see certain little glands, forming a special oil,—not only all day long, but also all night long. That oil saturates the skin; and, slowly rising to the surface, makes the skin so soft, clear and pliable that it is like velvet to the touch, while the crimson blood flowing in the tiny vessels beneath the surface of such a skin, shows through like the tint of a pink rose. That is the condition of the skin of a beautiful child. In later life, soap, hard water, and exposure rob the skin of this oil and the complexion deteriorates.

If the skin is to be restored to its early state, it is necessary to supply similar conditions—that is, an oil must be supplied which is of the same character as that supplied by a child's oil-glands, and such special oil is found in Oatine Cream. It is the only cream containing that oil.

By its use the condition of the skin of childhood is reproduced, and by continuing this treatment day by day,

the skin grows gradually softer, clearer, and more pliable, and the crimson blood, flowing in the little vessels beneath the surface shows through more and more as a delicate rose-colour.

If the skin has been neglected for years, or any cream has been used which contained no oil, or the wrong kind of oil, then it will take longer to restore the perfect skin of youth, but it is always possible to do this.

However fair the present complexion may be, a thought should be given to its condition ten years later, because with a beautiful woman now, it will be much more noticeable when she loses her charm. It is not necessary to lose it, however, and many women nowadays keep their complexion, and consequently their good looks, well on in life. These women use Oatine, which removes all dirt and accumulations from the pores, and keeps them clean and fresh, and in a condition to perform their functions properly, which is one of the secrets of a good complexion, and what is equally important, as explained in the previous pages, it restores to the skin the oil of which it is robbed by soap and hard water and the action of variations of temperature and climatic conditions generally. It is remarkable how, under ideal conditions, the oil glands below the skin are able to supply just the right amount of oil to the surface to keep it in perfect condition.

That is why the most beautiful women confess that there is no way to beauty to compare with the Oatine way—which is the only natural way. The extreme importance of this natural oil to the complexion cannot be over stated, and Oatine is as valuable to those whose lives are spent in a temporate climate, as to those who live where the climatic conditions are extreme; it is equally valuable to those who spend their time out of doors and those who are less fortunate and have to spend their time in shops, offices and other places in doors, where the air is often hot and laden with grime.

Before proceeding further with this treatise, and while the question of the structure and natural functions of the skin are fresh in the mind of the reader, it may be well to dwell on the special usefulness of Oatine to anyone desirous of retaining or regaining a perfect complexion by perfectly natural methods, and it is hoped that the following chapter and the other portions of the book will be read and noted carefully by the reader, as not only will they answer many questions which may suggest themselves, but, if acted upon, they cannot fail to benefit the user.

OATINE CREAM.

A good complexion, which implies a healthy one, can be cultivated by the use of Oatine. It is not merely a cosmetic, but keeps the pores open so that they can perform their functions properly, and penetrating through them acts on the basic matter beneath the skin, toning it up and giving to the face the glow and beauty of health.

It is of the utmost importance that this basic matter should be kept healthy and toned up, as if this is weak and flabby the skin soon becomes wrinkled and sallow. This can be easily appreciated if the skin be compared with a piece of silk, glued on a surface of stretched elastic; when it is held taut, the silk has a full and glossy appearance, but when held loosely, the elastic contracts and the silk becomes wrinkled and drawn; it is so with the skin, when the basic matter is allowed to weaken. It is essential to a perfect complexion that this basic matter should be kept healthy and well nourished. OATINE will do this better and sooner than any other skin food, as it is specially manufactured to penetrate through the pores and tone up the basic matter and sebaceous glands, and SO PREVENT WRINKLES. It will also prevent sunburn, roughness, and chapping in the winter time.

In addition to the beneficial effect which Oatine has on the face and neck, the hands should share a daily application of the same, as what Oatine does for the face it does equally for the hands. After washing them in warm—not too hot—water, and carefully drying on a towel, some Cream should be thoroughly rubbed in, especially round the base of the finger nails, and an old pair of gloves, either kid or cotton—only let them be large—should be worn during the night. This regular and easy treatment will tend to keep the hands free from all ingrained dirt and stains, which it is difficult for the housewife or typist to avoid, and will keep the cuticle round the finger nails soft and pliable, this being of paramount importance to good manicure.

OATINE CONTAINS NO ANIMAL FATS AS MOST CREAMS DO. This fatty matter only adds to the trouble, clogging the pores still more with foreign substances. *Oatine*, on the contrary, dissolves and removes the accumulations within the pores.

This can be easily proved by washing the face and drying it, and then, after applying *Oatine*, wiping the face with a towel, when particles of black will be found upon the towel. It is surprising the amount of dirt Oatine will bring out of the pores. Oatine removes the dirt that is IN as well as the dirt that is ON, and in getting down into the pores and removing the dirt from them, it accomplishes something which no other face cream can possibly do—and to keep these ducts clean and free to discharge their functions is essential to a good complexion.

Oatine is therefore much appreciated by motorists, who find it cleanses far more thoroughly than soap and water, and instead of making the skin smart after the face has been exposed to the wind, as washing always does—it gently soothes and leaves a fresh clean feeling when wiped off.

Not only does *Oatine* give a good complexion, but it is a remedy for chapped hands, and removes wrinkles, eradicates pimples, sunburn, and tan; is a remedy for rough or red skin, and can be used for the skin of infants with the best results; indeed, *Oatine* is of the utmost value in the nursery. Children are extremely sensitive to variations of temperature. Their skin gets chapped and rough from exposure to the cold winds, or begins to peel from sunburn, and the hard water often used is particularly hurtful; and as frequent washings are needed to remove surface grime, the soap itself is added to the dirt which gets into and clogs the pores, thus causing serious injury and irritation to the skin. The best preparation for the skin in such cases is Oatine, because of its feeding and soothing as well as cleansing properties. If the delicate complexion of the child is uncared for, it will be coarse and ugly in maturer years. A little early attention will obviate this.

Oatine has won a very high standing among the theatrical profession, owing to its excellence both as a foundation for and also for removing make-up. Oatine is also the best application for the face after shaving, relieving the smarting and irritation which even the best razors cause.

Oatine stands alone as a skin food and complexion beautifier. It is not to be compared with ordinary cold creams, for it contains no fatty substances or crude oils. It is not granular, and will not become rancid in any climate. Containing no animal fat, Oatine cannot grow hair.

Users of Oatine will find that a 2/6 jar, used regularly night and morning, will last from 60 to 90 days; thus the outside cost per day is ½d.

OATINE IS SUPPLIED IN TWO VARIETIES.—Oatine Cream—for cleansing the pores and feeding the skin—in either jars or tubes, 1/11½ and 2/3*, also in 1 lb tins at 5/-, and Oatine Snow, 1/-, for whitening the skin and for use during the day as a protection from exposure. When rubbed in, it entirely disappears, leaving the skin cool, fresh and velvety. Hence its name, for it vanishes as quickly as snowflakes. It is absolutely pure and delicately perfumed, and is without question the most delightful vanishing cream made. It contains an extract of Hamamelis which possesses valuable astringent properties. It makes an excellent foundation for Oatine Face Powder. Oatine Snow contains no oil, and is specially prepared for use during the daytime. Where it is used, however, as with all vanishing creams, it is necessary to use Oatine Cream at night in order to thoroughly cleanse the pores, as vanishing creams have no power to accomplish this or to restore oil to the skin.

*The larger size contains three times the quantity of the smaller. The tubes are lighter for sending by post, and obviate risk of breakage. They contain the same quantity as the jars.

OATINE JAR HOLDERS.

Every Oatine preparation contains a coupon entitling the purchaser to obtain one of these silver-plated jar-holders for 1/-, or to receive it FREE when coupons from 12/6 worth of preparations have been collected. These jar holders are an ornament to any dressing table, and fit the 1/1½ Cream, the Snow and the Shaving Cream jars.

CHAPTER IV.

THE OUTER SKIN.

In most parts of the body, the skin is covered with hairs of varying thickness. These are outgrowths from the epidermis, as are also the nails of the hands and feet. As it is not always appreciated that nails really consist only of a slightly altered skin, it will be interesting to observe how the growth of the finger nail occurs, particularly as a careful manicure is a most essential part of the toilet.

The nails of the hand are intended to afford support and protection to the soft tips of the fingers. For this reason they should be allowed to grow level with the tips—or slightly over.

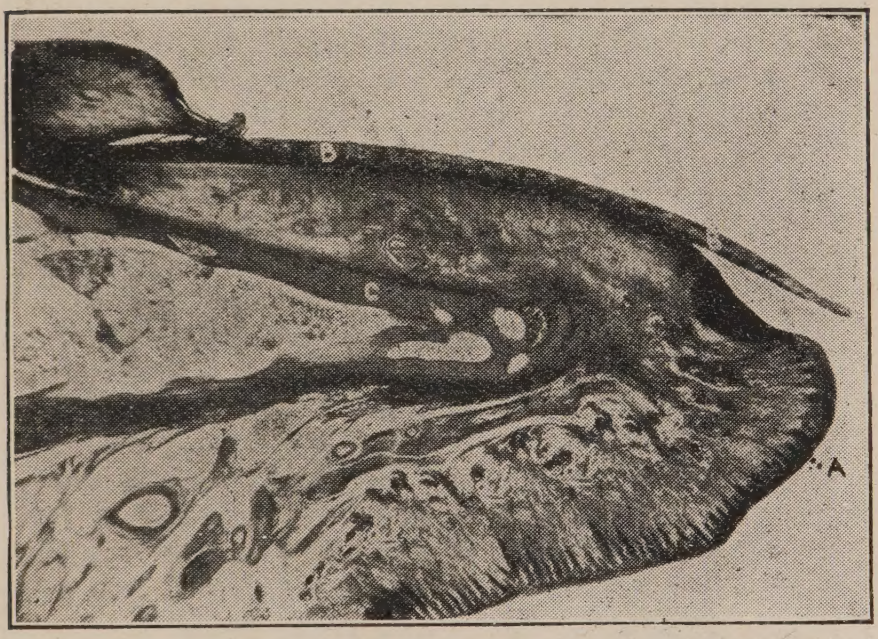


Fig. 10. Sectional view of Finger and Nail.
A.—Tip of Finger. B.—Nail. C.—Bone.

A moderately hard brush should be used for cleaning, and it is advisable, before undertaking any work which is likely to soil the hands, always to place a little Oatine Cream under the projecting tip of each nail. This tends to prevent dirt from entering, and facilitates the removal of any impurities which may by chance find lodgment. An occasional application of Oatine Nail Polish imparts a wonderful brilliancy to the nails without in any way injuring them, and the regular use of Oatine Cream, together with careful manicuring, will keep the nails and hands in perfect condition. The manner in which the nail lies on the finger is well shown in figure 10 above.

The nail grows from the matrix, at which point it is very thin, and, as the new horny cells are formed, the nail is pushed along its "bed" towards the finger tip, increasing in thickness as far as the "lunula" or "half-moon." Thence onwards, it is of constant thickness throughout its length. The "bed" on which the nail lies is not flat, but formed into little ridges which are visible in Fig. 11. This is also an illustration of a finger and nail, but taken *across* the finger. The perspiration glands and papillœ are again beautifully shown in this illustration.

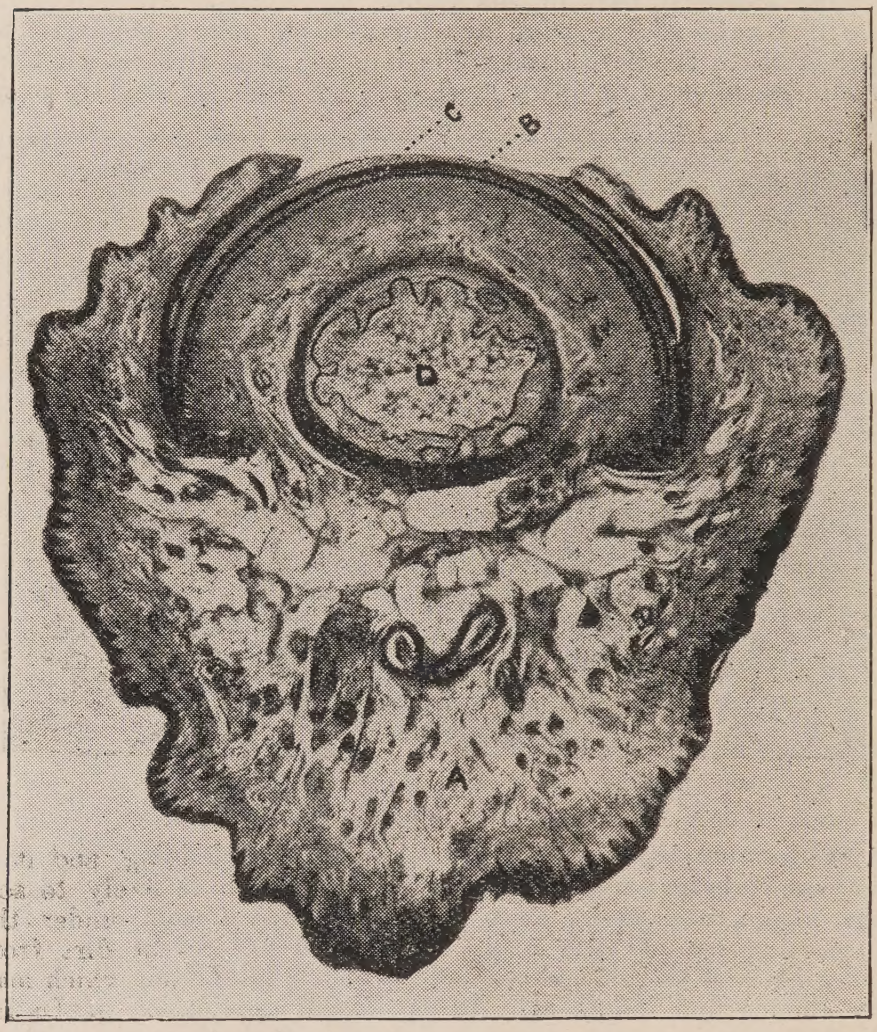


Fig. 11. Sectional view of Finger and Nail.

A.—Finger. B.—Nail. C.—Ridges on which nail rests. D.—Bone.

Fig. 12, is a small portion of Fig. 10, more highly magnified. It is that part shown on the top left hand corner, and it shows how the skin is gradually transformed into the hard horny substance of the "nail," without any break in its continuity. Thus B is simply skin : while C is nail, and the portion marked B-C is where the transition takes place, and no difference is visible.

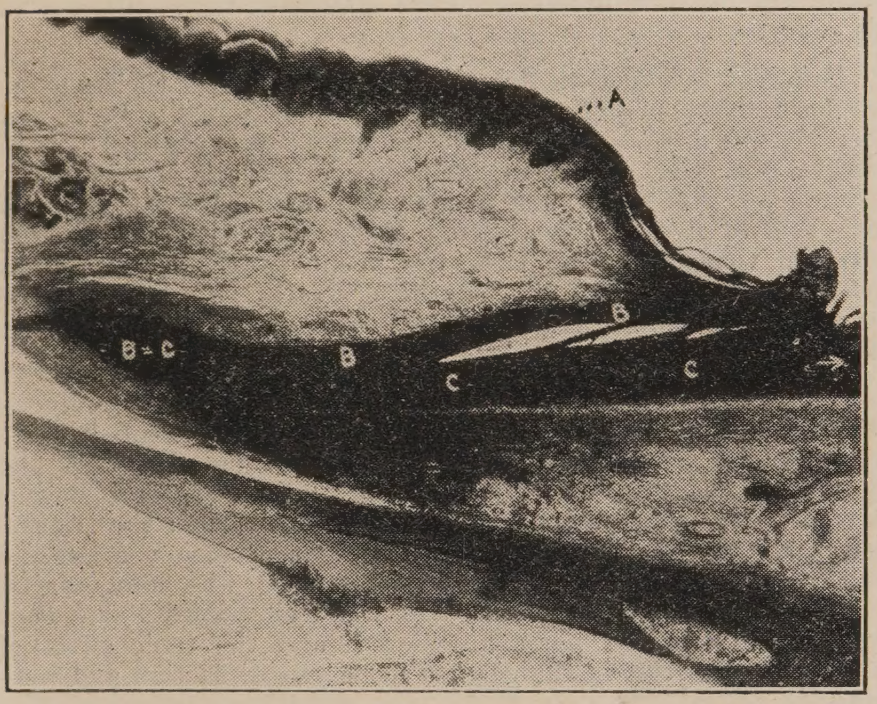


Fig. 12. Matrix where Nail is formed. Note how skin and nail are continuous, merging one into the other.

A.—Top of Finger. B.—Skin. C.—Nail.

OATINE NAIL POLISH.

Those who desire to have their nails bright and well manicured will do well to use Oatine Nail Polish, which, besides polishing them, imparts a beautiful pinkness, and cannot scratch or cause any injury to the surface of the nail.

With the Nail Polish, full directions as to the care of the nails are supplied.

Oatine Nail Polish is sold in Tablets, in a metal case, price 5½d

To refer again to ancient history, the Romans were highly enlightened in the matter of bathing. Wherever Roman civilisation has left a record, there may be found also traces of their magnificent baths. Indeed, the bath in Rome attained an importance far beyond that of a mere hygienic function; for it was made a social meeting place, and frequently a large portion of the day of the leisured classes was spent in these resorts. The beautiful architecture of the buildings is well known, for many still remain, some almost in their entirety, in this country.

Different forms of medicinal baths were know to the Romans, the more luxurious of whom also used perfumed waters and other refinements. Sometimes the body was lubricated with delicate oils, this operation being performed in the "apodyterium," or ante-room, but similar knowledge existed in much more remote days. For, going back once more to the old Egyptian times, we find that the people were quite familiar with an elaborate form of "Turkish" bath, and practised all the various steaming, massaging and cooling processes which one may undergo in a similar establishment at the present day.

The effect of bathing on the skin and system generally, is instructive. The principle underlying most kinds of baths—and there are endless varieties—is that of applying heat and friction, and then cold. The result of the heat is to open the pores, thus allowing waste matter to be thrown out: the friction then stimulates the action, dilates the surface blood vessels, and excites the nerve fibres. At the same time, the effete scales of the epidermis are looseneed and removed. Cold being then applied, the cleansed pores are closed, and the tonic effect of the bath is manifest in the general sense of satisfaction and well-being.

Soap making, too, is an ancient industry. Pliny, with his usual disregard for consequences, says that it was prepared from goat's tallow and the ashes of the beech tree. One cannot wonder at the ancient demand for face washes. At Pompeii, too, was found a complete soap-making establishment, with some of the soap still in stock.

But although the employment of a mixture of fats and alkalies is of undoubted antiquity, soaps, as we understand the term, were not employed to any extent for cleansing the person until comparatively recent times. Instead, a generous lubrication with oil was resorted to, and there is little doubt that the beauty of contour which we rightly associate with the Grecian women, was largely due to the beneficial effect upon the surface tissues of this healthful practice. The reason for this is not far to seek. If any alkaline substance—such as a harsh soap—is applied to the skin, the free alkali combines

with the natural oil from the glands, and, removing this, leaves the skin in a dry condition. If the practice be persisted in, the skin will in time become devoid of its natural lubricant, and will be in a chronic condition of roughness, with a tendency to crack and wrinkle. If we, on the other hand, follow the ancient practice of "anointing with oil," or with a refined equivalent such as Oatine Cream, the skin is kept soft and well nourished, and retains that elasticity which is the keynote to the avoidance of wrinkles and roughness.

The question of soap is still one of vast importance. How many ladies amongst our readers habitually use soap on their faces? We venture to reply—not very many. And the reason? Because ordinary soaps are "impossible" to a delicate skin. Smarting and soreness are experienced even after the use of some high-priced toilet soaps, and for this reason, numbers of ladies restrict their use of soap whenever possible. The ill-effects which are produced by ordinary soaps are due to one or more of several reasons. First, the employment of badly prepared animal fats, which are harsh, and which show a tendency to become rancid. Next, the dyes and chemical perfumes used to disguise the inferior origin of the soap itself. Thirdly, an excess of alkali. If you are dissatisfied with the soap you are at present using, test it for yourself in the following way. A soap made from inferior animal fats gives off an objectionable odour on being heated, and if a piece of soap be placed in the oven for a few minutes and then cut

OATINE TOILET SOAP.

Oatine Soap represents the acme of perfection in Toilet Soaps, because it is made from the very finest of materials and is scientifically compounded; it contains no colouring matter, and wherever it has been used it has given the greatest satisfaction. *Oatine Soap* contains the healing and cleansing properties of the oat. Everyone knows that oatmeal is good for the skin, and when it is combined with the other fine ingredients of which this soap is made it has no equal for healing and cleansing. It makes a nice, soft, creamy lather, which leaves the skin soft and velvety.

Taking into account the size of the cakes, and that they do not waste quickly, *Oatine Soap* is NOT an expensive one to use.

Box containing 3 large cakes, 2/3.
Visitors' size. Box containing 12 visitors' tablets, 2/9

through, any undesirable ingredients will be betrayed in the smell which arises. Soaps, as everyone knows, are legion, and those which are most advertised are not necessarily better than others. Ladies who are particular as to the kind of mixtures they rub on to their faces, should select a soap made from the finest materials obtainable—as, for instance, that prepared by the Oatine Company. Such are without ill-effect on the most sensitive skin; and if, further, an uncoloured and only slightly scented variety is used, the danger is reduced to a minimum. But, even then, we recommend their use sparingly on the face.

We have already mentioned the influence of the skin on the general health, and this fact may be again emphasised here. Apart from the mere desirability of cleanliness and the sense of comfort and vigour which a healthy skin imparts, there is undoubtedly a greatly lessened risk of cold or chill when the pores of the skin are working freely. But it must be realised that mere surface cleanliness is not sufficient. "It isn't the dirt that is *on*—it's the dirt that is *in*," and we think that our photographs have already demonstrated this quite clearly. It is necessary to get below the surface—right down to the true skin, otherwise it is of no use. The value of judicious friction and massage with a cleansing agent, cannot be over estimated. After a good rub down from the bath, a few minutes each day should be devoted to the massage of the face, neck and arms with Oatine Cream. Further information on this point is given in chapters 6 & 7.

CARE OF THE HAIR.

A few words concerning the hair will be of interest to every woman. We know how the individual hair grows, and a glance at Fig. 13 will make this quite plain. Two complete hairs are shown, each in its separate follicle or socket, the hair being formed by the addition of new cells at the base, and pushed upwards and out through the skin. But round about every hair of the human head, there is a tiny bunch of muscles, together with blood vessels, nerves and glands, and the imperative need in all affections of the hair is for friction, and gentle, persistent massage, aided by a substance which will feed the glands supplying nourishment to the hair. Such treatment stimulates the muscles, and induces a healthy flow of blood to the hair roots; but the greatest factor of all which makes for the beauty and health of the hair is the exact supplying or maintaining of the proportion of oil which they should naturally possess.

Nature has provided every hair of our heads with one of her most ingenious devices to meet the necessity for oil to keep it glossy, soft, and in good condition; this contrivance consists of two or more oil glands which discharge on to the hair the

greasy fluid which it needs. And this matter of the comparatively dry or greasy condition of the hair is one of the most important facts to be considered in regard to its treatment, and one to which we do not pay one quarter the attention which we should do.

The Hair Food mentioned later, is an absolutely unique preparation which supplies the nutritive matter, a deficiency of

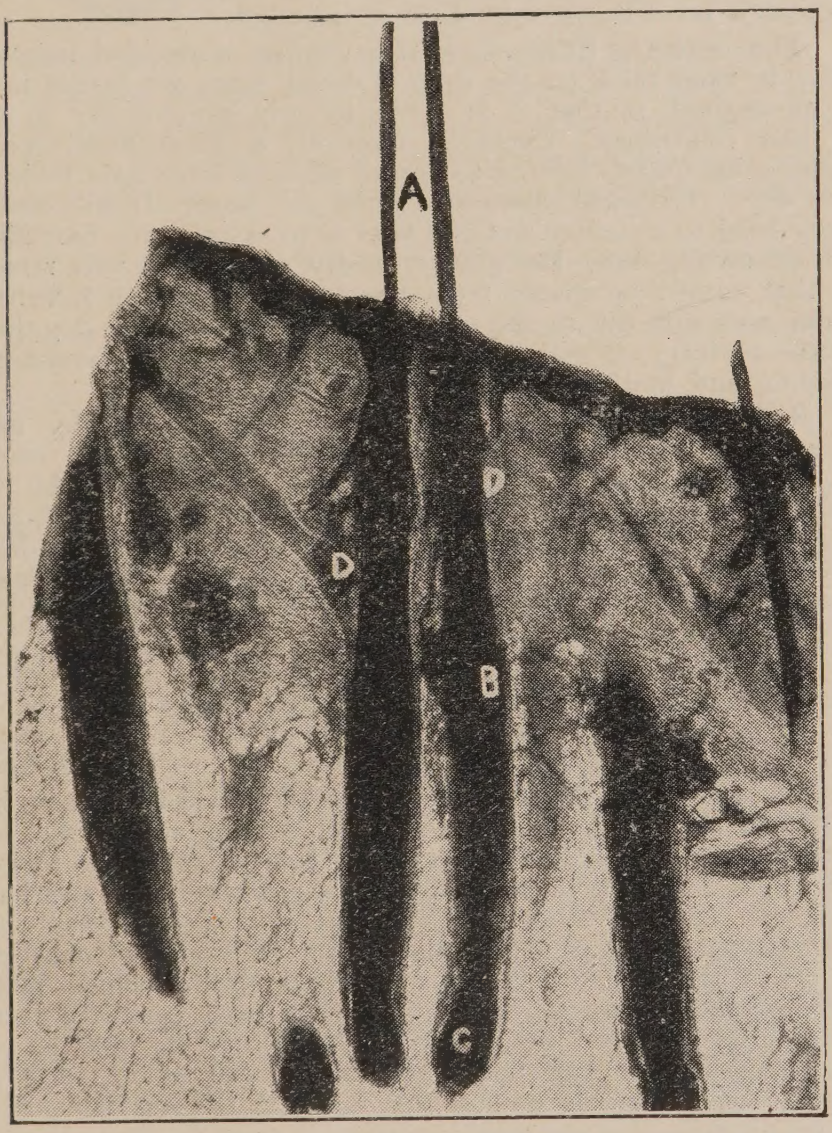


Fig. 13. Growing Human Hair.

A.—The Hair. B.—Sheath. C.—The root, where growth takes place.
D.—Muscles and glands.

which is the chief reason for prematurely grey, dull and brittle hair. The application of this Food, together with the regular use of the right variety of Oatine Shampoo Powder, ensures a healthy, clean and luxuriant head of hair.

At this point it is important to mention the desirability of selecting a Shampoo Powder according to the nature of the hair. Oily hair requires a totally different kind of powder from dry hair, and to keep the hair in good condition it is absolutely necessary for the right kind to be selected.

The ordinary Shampoo Powder, while a decided improvement in most cases on the cake of toilet soap, yet leaves much to be desired in that it is made in only one variety to suit all hair conditions. There is, however, a great difference in people's hair, some having too much oil, and some hair which is very dry. The same shampoo will not suit both. It will cleanse every head to a limited extent—that is to say the dry hair much too drastically—and the greasy hardly at all. It will remove oil that cannot be spared from the dry hair, making it brittle, harsh and difficult to do up after washing. With oily hair, on the contrary, it will not remove the excess of oil, sometimes clogging and matting the hair yet further.

Recognising these conditions, the Oatine Company have brought out two varieties of Shampoo Powder. The reader should think under which class her hair comes and order the shampoo designed to suit her particular case. The feeling of hair and scalp cleanliness and health it will give will be a revelation to you, and you will appreciate the quick improvement in the appearance of her hair, and the ease with which it can be done up immediately after washing.

It does away with the two or three days of misery which every woman has experienced after washing her hair; she knows how unmanageable it has been, as if every separate hair had a will of its own and refused to live peaceably with its fellows.

The knowledge that this discomfort is before her causes her to put off the evil hour of the shampoo as long as possible, but the moment inevitably arrives when it can be put off no longer, and she is forced to undertake the disagreeable duty and have it done.

This constantly recurring discomfort will be ended once and for all if the reader will use a shampoo powder which really suits her hair, and will leave it after its bath perfectly clean, but so little changed in texture that she will be able to put it up just as if it had never been shampooed at all, with its curly or wavy qualities unimpaired, but with the refreshing feeling which a pleasant and soothing shampoo powder alone can give. It is advisable to finish up the shampoo by well rubbing the Oatine Hair Food into the scalp in order to keep it in a healthy condition and free from dandruff.

OATINE SHAMPOO POWDER.

Recognising the necessity of supplying shampoos suited to hair of different kinds, The Oatine Company have brought out two varieties of shampoo powder, one for oily, and one for dry hair. It is quite important that you select that kind suited to your needs.

Shampoo Powder for Dry Hair is packed in Red Cartons.

Shampoo Powder for Oily Hair is packed in Green Cartons.

Oatine Shampoos give a delightful creamy shampoo, leaving the hair soft and glossy, and enhancing the natural colour and lustre.

The powders are delicately perfumed, and can be used as sachets until required.

Price 2d. per Packet; or IId. per Box of Seven Packets.
2/3 per ½-lb. Barrel.

OATINE HAIR FOOD.

Used in conjunction with the right variety of Oatine Shampoo Powder will prevent the hair from falling out by restoring it to a healthy condition. It removes dandruff, and makes the hair grow and become fine and soft. By nourishing the hair it will also restore prematurely grey hair to its natural colour. IT IS NOT A DYE, and will not stain the scalp.

Price, per Sprinkle-top Bottle, 2/3.

OATINE BRILLIANTINE.

A delicately perfumed preparation for dressing and fixing the hair. Imparts a brilliancy and lustre otherwise unobtainable. Nourishes the hair, and enhances the colour. Does not become sticky, and is easily removed.

Oatine Brilliantine is prepared in a clear solution, and does not require shaking. Its great recommendation is that, while doing all that is required of a hair oil, it does not show itself while on the hair. Has just a suggestion of perfume; all that is required of a Brilliantine.

In Sprinkle-top Bottle, price I/4.

CARE OF THE TEETH.

Then the teeth. Nowadays, there should be no need to insist on the need for care in this direction. Most people know that in the case of neglected teeth the mouth becomes a breeding chamber for the bacteria of decay, and that only by daily care can the teeth be preserved in a sound condition. Further, upon the fitness of the teeth to properly masticate our food depends

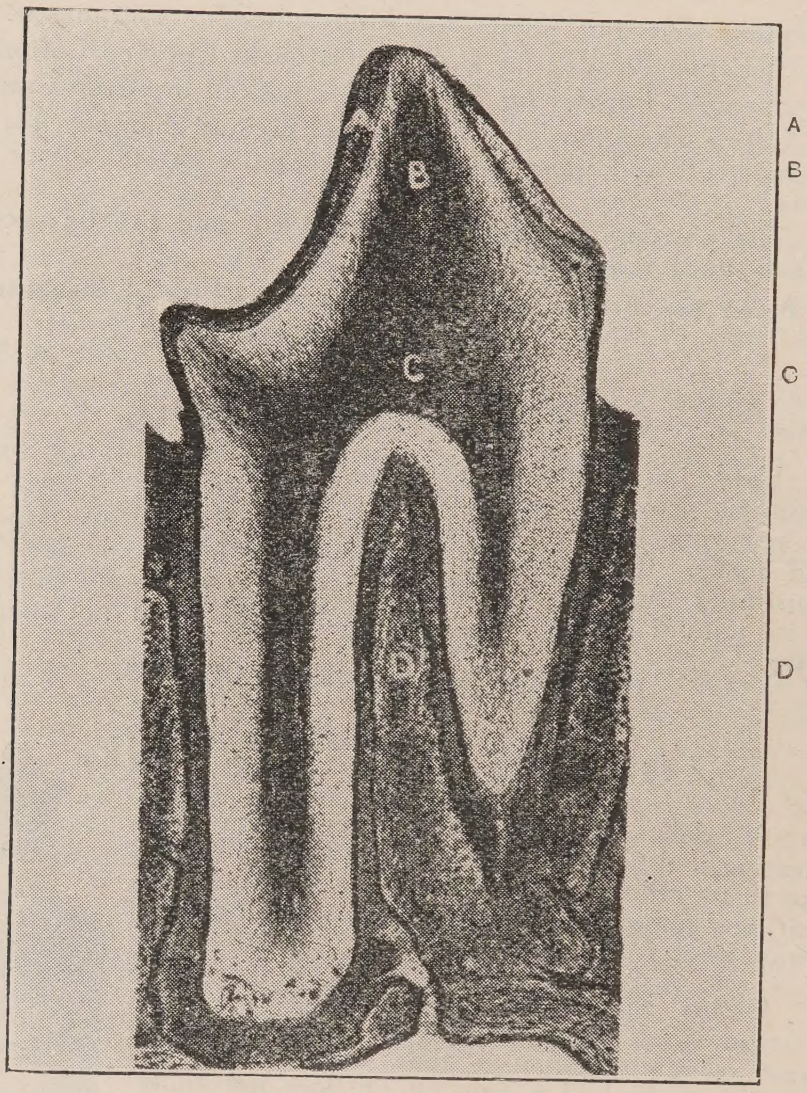


Fig. 14. A Healthy Tooth in the Jaw.

A.—Enamel. B.—Dentine or Bone in Tooth C.—Pulp Cavity.

D.—Bone of Jaw.

a great deal of the health of the body generally. Neglected teeth cannot divide the food as nature intended : and when large masses of food are passed directly into the stomach, without mastication, the unnatural burden to which the latter is subjected soon manifests itself in acute indigestion, billiousness, and other kindred ailments. The aesthetic side of the question needs no labouring. No one can admire a face which is marred by ill-kept teeth.

Fig. 14 illustrates a tooth which is in a healthy condition. In the centre is the pulp cavity C. Surrounding this is the bone of the tooth, B, which is again enclosed by a thin layer of enamel, A. The power of the organisms of decay which reduce this exceedingly hard mass to a crumbling condition, may be imagined. Such an action has taken place in the part of another tooth, shown in Fig. 15, where the enamel layer is almost entirely gone, and the bone or dentine itself is broken and

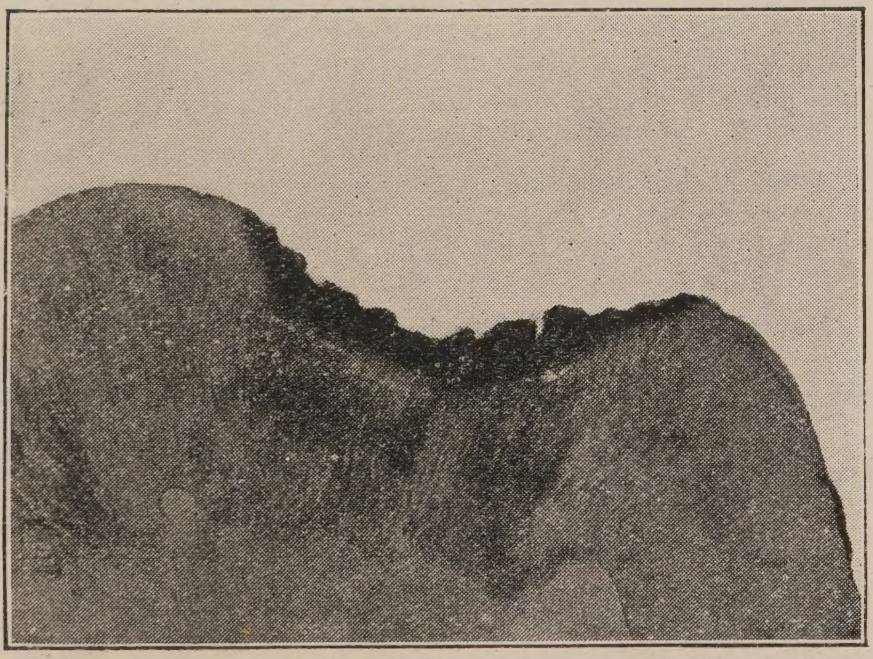


Fig. 15. Decayed Human Tooth.

blackened. Who would allow such a disaster to occur for the sake of the elementary precaution of cleanliness and disinfection; for lack of thoroughly disinfecting the mouth, and protecting the teeth, by brushing them with the Oatine Dental Preparations? If the mouth be in an ill-kept condition, the excess of acidity which is automatically produced by the decaying debris, will act upon the enamel of the teeth with surprising quickness. A

simple test of the state of the mouth may be made by placing therein, for a few seconds, a small piece of blue litmus paper, which may be obtained of any chemist. Should the acid products be present in excessive proportion, the litmus paper, on removal, will be found to have turned from blue to red : and the greater the acidity, the deeper the colouring. If the mouth be now cleansed with one of the Oatine Dental preparations, and the test employed again, the litmus will remain blue, thus proving that the mouth is in an antiseptic condition.

We cannot here too strongly urge the importance of brushing the teeth at night in order that any particles of food may be removed and the mouth be put in an antiseptic condition before retiring. A more perfunctory brushing will do for the morning, but the evening one should be most thorough. Further, brushing horizontally and on the outside of the teeth only is not enough; it is necessary to brush up and down and also on the top and the back of the teeth in order to remove all particles from the spaces between the teeth.

In another place we give some simple rules governing the choice of a dentifrice, also brief instruction for the adequate cleansing of the mouth and teeth.

Sufficient has been said to show the ubiquitous character of the beauty problem. Ever-existent, it will always remain, until, at least, the feminine portion of humanity undergoes some vast change in its nature.

May that day of calamity be far distant.

OATINE ANTISEPTIC TOOTH PASTE

is positively antiseptic and germ destructive. Prevents discolouration and decay from all causes, especially from sweets and acids. It is composed of only the finest and purest materials, and combines in itself all that the best tooth powder and wash together can give. It prevents the accumulation of tartar. KEEPS THE GUMS HEALTHY AND THE BREATH SWEET. This, like *Oatine*, is indispensable, and no toilet is complete without *Oatine Antiseptic Tooth Paste.*

Price, per tube IId.

OATINE
OXYGENATED TOOTH POWDER

embodies all the detergent, astringent, and antispetic properites of our Tooth Paste, conveying a refreshing feeling to the mouth after use.

As soon as the Tooth Powder is moistened on the brush, Oxygen, the great germ-destroying enemy to decay, is released in its nascent and most active state, when it will penetrate to the interstices between the teeth, the birthplace of decay, where the brush cannot reach.

It also acts as a tonic to the gums, and has a mild bleaching action on the enamel of the teeth, imparting a beautiful ivory whiteness. It is especially useful for removing the stains of tobacco from the teeth.

To prevent deterioration taking place through exposure to the air, our Tooth Powder is put up in opal bottles with patented device for releasing just sufficient powder for immediate use, cleanly and economically.

Price, IId. per Bottle.

OATINE LIQUID DENTIFRICE AND MOUTHWASH.

Custom rather than utility has caused solid dentifrices to be preferred in this country. As a matter of fact the teeth do not require the constant use of solid preparations, for a liquid such as Oatine Liquid Dentifrice gives that amount of assistance to the brush which ensures the removal of matter adhering to the teeth, while its detergent and antiseptic properties provide that refreshing influence which is so much desired.

What is more, this liquid form of dentifrice penetrates to all parts of the mouth, working its antiseptic and cleansing influence where the brush cannot reach, and remaining active long after the brushing is over.

As a dentifrice a few drops are sprinkled on the wet tooth brush.

As a mouthwash a few drops are added to a wine-glass of water. It preferred the water may be warmed slightly.

It can also be advantageously used as a gargle.

A good plan is to use the tooth paste or powder in the evening and the dentifrice in the morning.

In Sprinkle-top Bottles, price I/4.

CHAPTER V.

THE "OATINE" WAY TO BEAUTY.

We come now to the consideration of a further series of Oatine preparations, which have not been previously dealt with, but which are equally useful and of as great merit in their own particular spheres, as are the preparations already referred to.

"Oatine" is a word coined by the proprietors to denote a certain group of specialities of their manufacture. There is no would-be mysticism concerning Oatine. The word is self-explanatory, signifying that the base of most of these compounds is derived from the fruit or grain of oats. The uses of a coarse flour of oats (oat-meal), have been recognised by both the medical profession and the general public from time immemorial, and the cleansing and healing properties have been taken advantage of in numberless ways.

The Oatine Powders, viz, Oatine Face Powder and Oatine Talcum Powder, deserve a high place in this series of preparations which grace the toilet tables of so many ladies.

A novelty in this direction is the Oatine Powder Book, which will be found exceedingly convenient when travelling, shopping, or on other similar occasions.

For those whose skins require special treatment, particular notice should be given to the merits of Oatine Balm and Oatine Salve, each possessing special qualities having a beneficial action upon skins which are disfigured from one cause or another.

OATINE TALCUM POWDER

is indispensable to the comfort of men, women and children. It soothes tender, chafed skin, removes the odour of perspiration, and is marvellous in its action in cases of sore and blistered feet, nettle rash, and prickly heat. It allays the irritation after shaving, which even the best razor causes, and should always be used where the skin is sensitive. It may be used as a face powder. IT IS INVALUABLE FOR NURSERY USE, and relieves nettle rash, etc., more quickly than anything else.

In Sprinkle-top Boxes, price IId. each.

OATINE FACE POWDER.

Oatine Face Powder is composed of non-poisonous and non-irritant materials, and has a very delicate perfume. It will not harm the most delicate skin. A touch of powder improves the appearance of almost any skin. IT REMOVES THE OBJECTIONABLE SHINY LOOK SO MANY LADIES ARE TROUBLED WITH. It checks profuse perspiration, and produces that soft, velvety appearance so universally admired.

In Boxes, White, Natural, or Cream, price I/4.

OATINE POWDER LEAVES

are extremely useful and agreeable; the papers, being absorbent, can be used without a mirror, without fear of powder being left where it is not required, or being noticeable. They remove all oiliness, perspiration, dust and foreign particles from the face, and impart a cool and delightful bloom. They are delightfully perfumed.

In Booklets of 100 leaves, White, Natural, or Cream, price 5½d.

OATINE SALVE.

The Healer of Skin Wounds and Diseases.

Oatine Salve has been produced to meet the public need of a real cure for skin diseases and wounds. There are often in the skin intricate and, to the naked eye, insignificant derangements, which, if ignored, frequently result in more serious diseases, such as eczema or ulcers.

Most of the more virulent diseases, apart from those which are the result of internal disorder, are of parasitic origin. These cases must be treated externally, as no amount of pill-taking will effect a cure.

Some of the skin troubles for which Oatine Salve will be found efficacious include :—Eczema, acne, inflammation, sore feet, boils, chapped hands, barber's rash, scalp irritation, ringworm, running sores, ulcers, wounds, glandular swellings, chafings, burns, scalds, insect bites, &c.

Used as an embrocation, Oatine Salve is unequalled for rheumatism, lumbago, sciatica, colds in the chest and throat, neuralgia, and other local nerve pains.

Oatine Salve will also be found invaluable to ATHLETES for sprains, bruises, stiffness, strains, laceration, etc.; for sore and blistered feet, stiffness of the muscles after walking or running, chafing of the skin after long riding.

Oatine Salve is invaluable in the home, and should always be kept ready at hand, as, if applied immediately it is required, much pain and inconvenience will be saved. Keep a tin always in the house, and tell the children where it may be found, they it is who will most often need it.

Price I/- per tin.

OATINE MEDICINAL SOAP.

A wash with Oatine Medicinal Soap leaves the skin perfectly clean and sterile, with a delicate perfume, which is at once refreshing and antiseptic.

These properties recommend it to medical practitioners and nurses. It is invaluable for general use in the home, and of special merit in the nursery, where it can be used with every confidence. It will assist in KEEPING DISEASE FROM CHILDREN and those most susceptible to infection.

Price I/4 per Box of Three Tablets.

OATINE BALM.

A lotion which possesses marvellous power to soften, whiten, and purify any skin which is more or less oily; it softens and removes all secretions lodged in the pores, and makes the skin smooth and white; it gives it a velvety softness and the delicate bloom of youth. It is also good for sunburn, and is a valuable adjunct and an excellent foundation where face powder is used.

The very best thing in the world for chapped hands and lips.

Price 1/1½ and 2 3 per Bottle.

The 2/3 size contains three times as much as the 1/1½.

OATINE EYE LOTION.

To strengthen the eyes and relieve them when fatigued or strained, weak, irritated or inflamed, swollen or congested, and to remove dust and destroy harmful germs, nothing is equal to frequently bathing them with Oatine Eye Lotion. A delightful freshness is imparted to the eyes, and all suggestion of tiredness or heaviness so often experienced after motoring, boating, cycling, walking, tennis, etc., is entirely removed.

The greatest care is taken in the preparation of this article to ensure its absolute purity and freedom from undissolved particles in suspension.

The bottle should always be kept well stoppered when not in use, so as to prevent contamination from the dust-laden atmosphere.

Oatine Eye Lotion is put up in FLASKS WITH STOPPER AND EYE-CUP COMBINED, in a form admirably adapted for the use of travellers.

Pedestrians, cyclists, and motorists should always include a bottle in their kit.

Price 2/3 per Flask. Large bottles for refilling, 2/3 each.

OATINE PERFUME "CLAVAL"

is indeed the acme of daintiness, sweetness and purity. It has an absolutely original bouquet, and will be found extremely agreeable and altogether delightful in use. It is highly concentrated essence, needing to be employed but sparingly.

Price, in Glass-stoppered Bottles, 2/3.

OATINE EAU DE COLOGNE.

A very excellent article; pure, and beautifully combined.

Apart from its excellence as a perfume, it may be used as a cosmetic, to remove freckles, tan, etc.

A few drops added to the water in the basin or bath will impart not only a delicious fragrance, but act as a splendid stimulant and tonic.

In Sprinkle-top Bottles, price 1/10.

OATINE SACHET POWDER.

A reproduction of our "Claval" perfume in powder form, elegantly prepared and packed.

Imparts a delightful odour to its surroundings, and should be used in wardrobes, linen chests, and bureau drawers.

Releases its perfume far more gradually and delicately than a liquid perfume will do, imparting to all garments just that subtle suggestion of perfume so much desired.

The growing popularity of Sachet Powders in loose state has induced us to put this up in bottles as well as in packets.

Price, per Bottle, 1/4; per Packet, 4d.

OATINE LIP-SALVE.

An agreeable and delightful preparation for the lips; will relieve any soreness or chapping, and imparts a beautiful and healthy bloom to the lips.

Price, per tube, 5½d. Red or White.

OATINE SHAVING SOAPS.

Shaving is to some men one of the joys of life; to others it is a bane. This latter is, of course, the result of "uncomfortable" shaves.

To ensure a clean and comfortable shave use the *Oatine Shaving Soaps,* all of which are British made, and most carefully prepared for the purpose, and all giving a free, smooth, lasting, and agreeable lather THAT WILL NOT DRY ON THE FACE. If you have not tried the *Oatine Shaving Soaps,* you do not know how comfortable a shave can be.

OATINE SHAVING STICK.—Recommended particularly for those requiring a close-lying lather for use with the ordinary razor.

Price IId.

OATINE SHAVING POWDER.—This is a delightful preparation, and one of the most cleanly, convenient ways of using a shaving soap. Just sufficient of the powder is shaken out of the cap of the bottle on to the brush, the rest of the soap remaining untouched. Suitable for using with safety razors.

In Glass Bottles, with Patent Cap, price IId.

OATINE SHAVING CREAM gives a generous creamy lather, suitable for use with safety razors.

Packed in collapsible Tubes, or in Jars. Price IId.

To relieve the irritation which even the best of razors causes, and to restore the oil which shaving removes from the skin, there is nothing so effective as Oatine Cream, which possesses special soothing properties; it should be applied immediately after shaving.

BEAUTY HINTS.

It is a woman's right to be beautiful; more than that, it is her duty. Nature bestows on very few women the kind of beauty that does not need attention; the fairest complexion will not retain its charm without care, in this age of festivities and worry.

How to remove Wrinkles.—Oatine is invaluable for removing wrinkles. Bathe the face well with warm water and *Oatine Soap;* dry well and anoint with *Oatine;* smooth the forehead from the centre to the temples; then, by sending the finger tips about in tiny circles, knead the muscles gently. Always have the pressure upwards and outwards. Hold the flesh firm with one hand, and, with the first finger of the other, rub the lines crossways, see page 46. Bathe the face every morning with cold water.

With *Oatine,* the features are given a new setting. The hollow places are filled up, wrinkles are smoothed out, and flabby, washed-out skin is made to take on the firmness and flush of youth.

Motorists will find *Oatine Cream* absolutely invaluable in removing the effects of "the road" from the skin; dust and grit vanishing completely after the use of a little *Oatine,* and a pleasant, soothing feeling will result, instead of the burning and soreness usually experienced after motoring, which feeling is due to the drying effect of exposure on the natural oils in the skin. Further, most owner drivers, at various times, get oil or grease from the machinery on their hands and nails. Next time this occurs, rub *Oatine Cream* on the hands and the stains will immediately come off, while leaving the skin of the hands soft and pliant.

Complexion.—A pure, simple cream is as necessary to a complexion as food is necessary to the stomach. Remember that the climate, the hard bathing-water, and the dust of the air, are all combining against your complexion. *Oatine Cream* or *Oatine Snow* feeds the skin, giving it the nourishment that makes the myriads of tiny cells perform their work thoroughly and completely. They bring fair, firm flesh where before there was nothing but wrinkled, coarse skin.

Chapping, Roughness, or Sunburn.—In all such cases *Oatine Cream* should be promptly applied. Being antiseptic, it will destroy germs which might find lodgment in the abrasions, while in addition it will be found to be a most soothing application to use. Try it the next time you have anything of the kind, and you will be speedily convinced.

A Simple and Preservative "Make-up."—Many women still retain a strong aversion from anything in the nature of

"make-up"; and in the pure country air this habit is to be deprecated; but for the hundreds of women moving to and fro in the streets of large towns, or sitting all day in offices and rooms where the atmosphere is charged with imperceptible "blacks" and other impurities, a simple method is both necessary and becoming.

After washing the face with clear cold water, in the morning, rub a very little *Oatine Snow* all over the face and upper part of the neck, carefully wiping away any remaining moisture; after this apply *Oatine Face Powder* with a clean piece of cotton wool, rub it gently all over and allow some to remain on during the finishing processes of the toilet. By the time the hair is dressed, sufficient will have adhered to form a hygienic protection to the face during the day, and what remains on the surface should be removed with a soft handkerchief or a clean piece of cotton wool. Avoid washing the face during the day if possible, removing the outer dirt with *Oatine* and applying a trifle more powder. The same simple method will be found excellent for the evening before going to entertainments or parties.

Scars.—A hot solution of boracic acid, applied to a scar three or four times a day, will help to fade it away, unless it is very deep and the tissue has been destroyed.

Red or Shiny Noses.—Some women are troubled with these, and where such is the case, a tiny bottle of Balm and a little Powder Puff, or Oatine Powder Leaves, should be carried in the hand-bag; by the application of these excellent articles once or twice a day—powdering the nose well to either side to "shade off"—this annoyance will disappear entirely, though the real cause should be sought for and cured in the matter of diet.

Eyes.—Whenever the eyes feel the least bit tired, irritated, or inflamed, it is important to at once bathe them with *Oatine Eye Lotion* (see page 39). A prompt use of this will keep the eyes in a healthy condition, destroying germs which might find lodgment, and it is surprising the quick relief that it brings.

Teeth.—Use *Oatine Dentifrices* twice every day. A good plan is to use the Powder or Tooth Paste each evening, and the Liquid Dentifrice in the morning (see page 35).

Then as to the mode of use. Take a little of either the Powder or Paste on your brush, and rinsing the mouth with warm water, work the brush *up and down* and with a scrubbing motion over the *fronts and backs* of the teeth. Do not simply brush backwards and forwards. This only helps to lodge impurities between the teeth. Next thoroughly rinse the brush and mouth, and in a little fresh water put in a few drops of Oatine Mouth Wash. Brush lightly over the teeth and gums

and rinse the mouth slowly three or four times. We cannot properly describe the delightful feeling after you have cleaned the teeth in this way. You must try it for yourself. Then you'll understand.

EYEBROWS.—The eyebrows should never be cut. Their beauty consists in their being smooth, glossy, and well defined, in having little breadth vertically, and in extending in a graceful arched line over the eyes. Cutting them ultimately destroys these qualities. After washing the face, pass the finger or handkerchief, slightly moistened with OATINE BRILLIANTINE, over the eyebrows to darken them and give them a gloss.

CARE OF THE HAIR.—Women who subject their hair to great strain owing to the methods of dressing it, should give the roots a rest, morning and evening, by gently combing the hair with a large rake comb. Never use a comb on entangled or matted hair. This only results in the hair being torn and the roots injured. It may often be more readily reduced to order by the use of the brush alone. A little OATINE BRILLIANTINE sprinkled over the brush will make brushing easier, and add to the natural lustre of the hair.

Do not imagine, as many people do, that soapy water with a little soda added is just as good as a prepared shampoo. The natural oil of the hair is removed by the action of the soda, and the hair is left dry and brittle.

Dry shampoos and shampoos which are recommended to be used without subsequent rinsing, are useless, and, to some extent, injurious. By their use, nothing is removed from the hair, while the residue from these preparations is added to the dirt already in the hair, and, although a pleasing appearance may be noted for a short time, the hair soon becomes choked with injurious matter. It is important that the right variety of shampoo be used to suit your hair, for dry and oily hair requires quite different treatment, as is more fully explained on page 30.

For keeping the scalp clean, healthy, and free from dandruff, and thus ensuring a naturally healthy growth of hair, nothing is better than OATINE HAIR FOOD rubbed into the scalp occasionally with the finger tips, especially after the shampoo.

In mentioning here the Oatine Hair Food, we are imparting information for which the reader having once tested this wonderful liquid, will feel always grateful. It is what its name implies, a fluid which nourishes the hair and thus ensures a healthy growth, and in the case of grey or faded tresses, will greatly assist a return to the original colour. We have previously explained the need for a sustaining dressing which can be massaged into the Scalp in all cases of hair sickness, and in this preparation the need is amply met.

General Hygiene is necessary, no matter what the beauty ill. In cases of blackheads and pimples, *Oatine* is particularly helpful (see page 13). Drink plenty of water, eat lots of fruit, take a quick beauty bath every morning with cold water and a bath brush, and get out of doors regularly every twenty-four hours.

Care of the Hands.—The hands are really worthy of as much attention as the face, because nice hands always command admiration, they should be kept as clean as possible. Oatine should be used regularly to soften them, as advised on page 20, the directions should be carefully followed, and are specially recommended to golfers, motorists, and all who indulge in sports which tend to harden the skin of the hands.

Tender Feet.—After a tiring hot day, if the feet have become sore and tender, rub a little *Oatine* well into the feet at night, leaving it on until the next morning, when you will be surprised to find all soreness completely removed. A little *Talcum Powder* then dusted on before drawing on the stockings will ensure comfort through the following day.

For residents abroad, either in cold or hot climates, the regular use of the *Oatine* preparations as directed will prove most healing and gratifying. The effects of climate influences on the skin and complexion is always a sore point, and tends to producing a good deal of nervous irritability in both men, women, and children. To avoid this, the *Oatine* preparations are strongly recommended as meeting every want of the toilet, and, through the care exercised in the preparation of them, they will withstand the heat, and not become unpleasant or lose any of their efficacy.

THE NAME

Oatine

on our preparations is not put there only to indicate that they were manufactured by us; it is OUR PLEDGE that we hold ourselves responsible for them—DIRECTLY RESPONSIBLE TO YOU.

If they do not give you the satisfaction you have every right to expect, we want to hear from you, and ask you to write directly to us.

CHAPTER VII.

HINTS FOR MASSAGE.

No 1.—Soap and water will not thoroughly cleanse your skin; they simply remove the surface dirt. *Prove this for yourself* by carefully washing your face and then drying it. Now rub a little *Oatine Cream* into the face and wipe off immediately. *The Towel is black*, proving that washing will not remove the dirt accumulations.

No. *2.*—You do not realise how your pores are burdened and clogged with secretions—how can your skin have a healthy glow when so polluted? Take a little *Oatine* on the finger tips and, beginning at the mouth, rub well over the entire face with a circular movement, moving slowly towards the temples until the *Oatine* is absorbed. The *Oatine* softens the secretions, the massage loosens them from the glands and the matter rolls out on the surface. The amount removed is astonishing.

No. 3.—Be careful when squeezing blackheads and pimples, or you will enlarge and irritate the pores. Soften the skin by rubbing as much *Oatine* into the spot as it will absorb. Gently press towards the centre with the finger tips round the spot, forcing out the secretion. *Caution.*—Do not continue pressing when watery fluid begins to exude—the pore is empty—further squeezing will irritate.

HINTS FOR MASSAGE.

No. 4.—You can develop *your face, neck,* and *bust* by very simple methods. 1.—Place your fingers, dipped in *Oatine* beneath your chin, drawing up on each side of the face to the temples. Use the same upward movement at the sides of the mouth to below the eye. 2.—For the neck, stroke from the chin downwards. 3.—For the bust, manipulate from the lower bust upwards to the shoulders. Percussion or tapping with the finger tips is invigorating.

No. 5.—Cultivate a lovely neck by massaging with *Oatine* and exercising thus—clasp the hands at the back of the head; press firmly and move the head slowly backwards and forwards until the chin touches the chest; continue five to twenty times. With the hands pressing the sides of the head, incline on each side towards the shoulders; don't twist the head—move in straight lines. Apply more *Oatine* afterwards, the pores now being well opened, and finish by massage.

No. 6.—A wrinkled face is a starved face. Waste of tissue causes the lower skin tissue to contract and shrivel, leaving the outer covering like a loose mantle. To plump the tissues and eradicate wrinkles, apply *Oatine* with the finger tips until absorbed. Gently stroke the wrinkles crosswise with the tips of the fingers. Do this once a day for ten or fifteen minutes.

AFTER-WORD.

This little brochure marks, we think, a novel departure in the world of advertisement. It is, of course, intended to be commercially beneficial to the Toilet Specialities of the Oatine Company : but, while keeping this end in view, we have endeavoured to convey to the reader really interesting, useful and authoritative information in an unique way. In traversing a much frequented road, we have tried to keep out of some of the ruts, and have endeavoured to make the expedition bright and profitable to those who have journeyed with us.

The pictures which illustrate the work are all specially prepared for these pages, accurately portraying the structure described in the text. As we have pointed out, the better acquainted one is with the mechanism of that wonderful device, the body, the more easily may one guide it to health and beauty : and we therefore hope that some real tangible benefit may accrue to the reader, and thus afford Oatine a genuine claim to be a salve to some, at least, of Nature's harsh decrees.

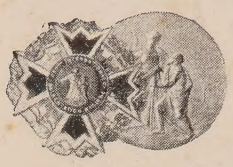
On the back of cover are photographic reproductions of some of the medals awarded to us for excellency and merit. They are, we venture to think, the strongest testimonial of which we can avail ourselves as to the purity and first-class quality of our manufactures.

They represent some of the Medals awarded to us, and we believe that we have accomplished something which is unique in the matter of public recognition and awards.

We have been awarded both the Grand Prix and Gold Medal in each of the eleven exhibitions we have entered throughout England as well as on the Continent, including London, Paris, Liege, Rome, Antwerp, Vienna, Ostend, Brussels, Genoa, and Madrid. This accomplishment is one of the best arguments we can bring forward as to why you should use these preparations in preference to any others, never mind of what manufacture.—WILL YOU?

All the best chemists stock the Oatine Preparations, or, if any difficulty is experienced in obtaining them, they will be supplied direct, post free, providing your chemist's name is mentioned.

THE OATINE CO., 16, Oatine Buildings, London, S.E.



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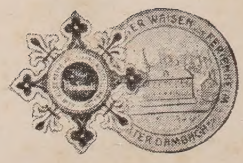

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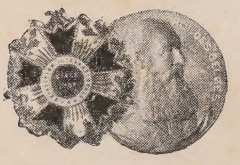

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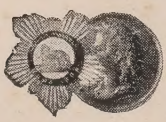

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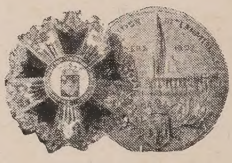

OSTEND.

C. VERNON & SONS, LTD., 118-119, Newgate Street, London, E.C.